

PARTNERING FOR PUBLIC HEALTH

Fall 2013

The Northeastern North Carolina Partnership for Public Health Newsletter

What is the Northeastern Partnership for Public Health?

The Northeastern North Carolina Partnership for Public Health (NENCPPH) is a partnership of health departments in Northeastern NC which have come together with support from the Division of Public Health, East Carolina University, and the NC Institute of Public Health at UNC Chapel Hill, to collectively address the community's health by sharing best practices and resources. Currently the NENCPPH represents seven health departments and thirteen counties.

"Helping Women Recover" through Dare County Department of Public Health

Submitted by Bonnie Brown, Information and Communications
Specialist, Dare County Department of Public Health

The Dare County Department of Public Health and Recovery Innovations are hosting "Helping Women Recover" in Manteo, NC. "Helping Women Recover" was developed by Stephanie Covington, Ph.D, LCSW, co-director of the Institute for Relational Development and the Center for Gender and Justice.

"Helping Women Recover" is an evidence-based, manualized curriculum program for treating substance abuse. It is designed to help women age eighteen and over with a history of alcohol, tobacco, and other drug addictions. The program can be used in a variety of settings including domestic violence shelters, jails and outpatient residential substance abuse treatment programs. In Dare County, the class is being held at the Dare County Center, a multi-generational facility on Roanoke Island.

The seventeen-session program is open to the public and free. Co-facilitators are Jennifer Marshall, ITE, NC-CPSS, and Catisha Bryant, B.A., Public Health Education Specialist with the Dare County Department of Public Health. Bryant formerly concentrated on Substance Abuse Prevention in Dare County schools and is expanding her programming into the community.

Each participant is given a journal in which to record their therapeutic experience. The program model has four

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modules: self, relationships, sexuality, and spirituality; the four areas identified by recovering women as triggers for relapse and as necessary for growth and healing.

For more information on this and other programs through the Dare County Department of Public Health, please call Catisha Bryant at 252-475-9373.



Healthy Living for a Lifetime

Submitted by Meredith Capps, Health Education Supervisor,
Edgecombe County Health Department

Edgecombe County Health Department, Vidant Edgecombe Hospital, and Edgecombe County Farm Bureau joined forces to host the Healthy Living for a Lifetime Mobile Health Screening Unit in Edgecombe County.

Healthy Living



e-art,

eco-friendly 50-foot mobile health-screening unit. The self-contained screening facility brings a variety of health screenings, including blood pressure, total cholesterol, glucose, and body mass index, to rural North Carolinians at no cost. The event was held in the parking lot of Wal-Mart in Tarboro. In addition to the above screenings, bone density and vascular ultrasound were offered. Over 100 citizens were screened.

Free Child Birthing Classes at Edgecombe County Health Department

Submitted by Shannon Barnes, Social Work Supervisor,
Edgecombe County Health Department

The Care Coordination Team from Edgecombe County Health Department provided free child birthing classes on 10/21/2013 and 10/28/2013 to clients from the health department and to community participants. Child birthing classes were available to mothers, significant others, and family members.

Topics that were covered in the classes included: labor; delivery; breastfeeding; birth control; relaxation techniques; and a presentation about SIDS from the Down East Partnership for Children. On 10/28/2013 the families were able to go to Vidant Edgecombe Hospital to take a tour of the nursery and the labor and delivery hall. The tour was led by a labor and delivery nurse.



Northampton County Health Department Staff supports Breast Cancer Awareness month by wearing pink on October 25, 2013.

Hertford County Health Authority WIC Director Receives RD Credentials

Submitted by Crystal Dempsey, Hertford County Public
Health Authority

In June 2013 Hertford Public Health Authority (HCPHA) hired a new WIC Director, Jessica Spruill, RDN, LDN. Ms. Spruill has a bachelor's degree of science in Nutrition and Dietetics from East Carolina University and has completed an ADA accredited ARAMARK Distant Learning Dietetic internship. In late August she became a registered dietitian. A Registered Dietitian is a food and nutrition expert who has met the minimum academic and professional requirements to qualify for the credential "RD or RDN." The majority of RDs work in the treatment and prevention of disease in hospitals, private practice or other health-care facilities. In addition, a large number of RDs work in community and public health settings.

Registered Dietitians administer medical nutrition therapy (MNT) as a part of larger medical multidisciplinary team. Health professionals agree that nutrition services are one of the first treatments that individuals should receive to improve medical conditions such as diabetes, heart disease and hypertension. MNT provides a review of what you eat and your eating habits, a thorough review of your nutritional health and a personalized nutrition treatment plan.

HCPHA is excited to have Ms. Spruill on our staff. Due to a shortage of Registered Dietitians in our service area we are excited to be able to increase access to medical nutrition therapy and fill gaps that currently exist for clients in need of a therapeutic approach to treating medical conditions and associated symptoms through proper nutrition. Although currently in the planning stages, we hope to receive referrals from medical doctors to administer MNT to their patients in an outpatient setting by January 2014.



Worried holiday weight gain will weigh you down?

It's time for the 2013 *Eat Smart, Move More..Maintain, don't gain!* Holiday Challenge. The Holiday Challenge is a free weight maintenance program from Thanksgiving to New Year's Eve through weekly e-newsletters, daily tips, and healthy recipes.

[Join the Holiday Challenge.](#)

Feel free to share this information about the Holiday Challenge with your colleagues and participants in your programs; Go to <https://esmmweighless.com/holiday-challenge-live/> for more information.

ECU Intern Produces Historical Overview of the NENCPPH

LaDonna Maddy is working as an intern for the Northeastern NC Partnership for Public Health during her fall semester at ECU to produce an historical overview of the Northeastern NC Partnership for Public Health (NENCPPH). Ms. Maddy plans to present the final document at the NENCPPH December Board Meeting. Ms. Maddy is a Master of Public Health candidate at the Department of Public Health, Brody School of Medicine at East Carolina University. Ms. Maddy is working out of the Hertford County Public Health Authority offices.

Hyde County Businesses Receive Flu Vaccines on Site

Submitted by Wesley Smith, Health Director
Hyde County Health Department

In efforts to reduce influenza in our county, **Hyde County Health Department (HCHD)** has offered to visit local businesses to provide flu vaccine for staff. The idea was generated after a local bank requested our services for vaccinating their employees. We decided to offer this service to local businesses provided we could be guaranteed that we would vaccinate 20 people. Though this number may sound low, many of the businesses in our community are small. We suggested that more than one business come together, or staff could invite family and friends to their agency for the service. We advertised through the local *Hyde Happenings*, a web based public information media source and Facebook. Two businesses to date have participated in this initiative and we provided vaccines reminiscent of past years.

In the past HCHD has held community clinics in each township, making access to service easier for our residents. However, in recent years the turnout has waned. Providing the flu vaccine to these two businesses at their requests has renewed our spirit to return to the community, but changing our approach. Next year we will likely offer the same service, or consider something more “outside of the box” – maybe even a “drive by” clinic.

Albemarle Regional Health Services

At the fair

Albemarle Regional Health Services (ARHS) had a booth at the Chowan Regional Fair. The theme of our booth was “Public Health on a Farm.”



Farmers' Markets: Chowan

The Edenton Farmers Market has moved location to Granville Street and Virginia Road.



Happy Thanksgiving!



November is Lung Cancer Awareness Month

Lung cancer accounts for more deaths than any other cancer in both men and women. An estimated 159,480 deaths, accounting for about 27% of all cancer deaths, are expected to occur in the United States in 2013. In Northeastern North Carolina, cancer is the second overall leading cause of death and when considering the leading causes of death ranked by potential life lost it is the number one cause of death (2006-2010). Out of new cancer cases diagnosed in Northeastern North Carolina between 2006-2010, lung and bronchus cancer cases were the second leading cause of cancer (1,895 cases), with breast cancer leading the way with 2,110 cases. The age-adjusted death rate in NENC for cancer of the lung, bronchus or trachea is 59.3 per 100,000 deaths compared to 54.5 for NC. The higher rate of NENC is considered statistically significant overall, and for most sub-categories of gender and race (*Health in Northeastern North Carolina: Regional Health Assessment of a 15-County Region (2012)*)

http://nencpnh.net/assets/media/1363881886-nencpnh_assess%202012.doc.

Cigarette smoking is by far the most important risk factor for lung cancer; risk increases with both quantity and duration of smoking. Cigar and pipe smoking also increase risk. Exposure to radon gas released from soil and building materials is estimated to be the second leading cause of lung cancer in Europe and North America. Other risk factors include occupational or environmental exposure to secondhand smoke, asbestos (particularly among smokers), certain metals (chromium, cadmium, arsenic), some organic chemicals, radiation, air pollution, diesel exhaust, and paint.

Smoking accounts for at least 30% of all cancer deaths and 87% of lung cancer deaths. The risk of developing lung cancer is about 23 times higher in male smokers and 13 times higher in female smokers, compared to lifelong nonsmokers. The risk of lung cancer is just as high in smokers of "light" or "low-tar" yield cigarettes as in those who smoke "regular" or "full-flavored" products.

From: *Cancer Facts & Figures 2013*

(<http://www.cancer.org/acs/groups/content/@epidemiologysurveillance/documents/document/acspc-036845.pdf>)



Great American Smokeout Turns 38

It's your chance to quit smoking during the 38th Annual Great American Smokeout (GASO) happening November 21st. On the third Thursday of November each year, the American Cancer Society encourages smokers to use the date to make a plan to quit, or to plan in advance and quit smoking that day. By quitting, for even one day, you are taking an important step towards a healthier life.

A Smoke-Free Environment for The Wash House

The Wash House, with 10 locations in Region 9, has formally developed an indoor smoke-free workplace policy to protect all employees, customers, and visitors from secondhand smoke. "Thank You for Not Smoking" decals have been placed inside and cigarette butt receptacles have been placed outdoors at their businesses.



In the photo, the Tobacco Free Living Action Team presents a QuitlineNC banner to Justis Bobbitt (second from right), of The Wash House, to display in one of their locations.

MyPlate Project Addresses Healthy Eating in Beaufort County Elementary Schools

Submitted by JaNell Lewis, Public Health Education Specialist, Beaufort County Health Department

Healthy eating is known to help reduce chronic diseases, obesity, and cancer, all of which were the three main priorities identified in Beaufort County's 2011 Community Health Assessment. Beaufort County Public Schools have a nutrition component for all grade levels in the N.C. Schools curriculum and the MyPlate Project compliments the curriculum. Beaufort County Schools north of the river completed the MyPlate Project in Spring 2013. This fall, those south of the river, K- 3rd completed MyPlate.

There are two primary schools south of the river; Chocowinity and S.W. Snowden. The MyPlate Project went to Chocowinity October 1st and 2nd, where approximately 400 students, grades K-3rd were reached. To measure success, pre- and post-tests were given: six true or false statements were asked prior to and after the MyPlate presentations. The statements were: 1) Half of your plate should be fruits and vegetables, 2) Fruits and vegetables are a good source of energy, 3) Your plate should be colorful, 4) Your plate should have a variety of food items, 5) A good example of how much meat you should eat is a deck of cards or your fist, 6) You should drink a lot of water and less soda or sugary drinks.

Every grade level in Chocowinity improved in each category from pre to post questioning. Question 5, in regards to meat and how much we should eat, was a question that a majority of K-2nd graders answered incorrectly prior to MyPlate. All categories showed an increase in percentages from pre to post presentation scores. Pre-test scores ranged from 27.6% - 86.9% correct whereas post-test scores ranged from 69.8% - 97.2% correct.

The MyPlate Project also visited S.W. Snowden October 24th. S.W. Snowden has approximately 85 children K-3rd. Similar to Chocowinity, a majority answered question 5 incorrectly before the presentation. Many students, as well as teachers were surprised by the little amount of protein (meat) that our bodies need at each meal. At both Chocowinity and S.W. Snowden, a large amount of students already knew that they should drink a lot of water and not so much soda or sugary drinks. All categories showed an increase in percentages from pre to post scores, showing an increase in knowledge in each area.

All students received a MyPlate to take home with them, a "Eat Healthy, Energize" bracelet, and a MyPlate pencil in hopes to be a constant support to encourage students to eating healthier.

Each school also received 2 MyPlate DVD's and 5 MyPlate Posters to encourage nutrition and healthy eating throughout the school.



Example of MyPlate distributed to students for use at home.



Jackson Farmers' Market Now Open!

Saturdays, 8am to 12noon

(from *Highlights*, Region 9 - The CTG Project At Work In Northeastern NC)



Photos by Doward Jones



The new Jackson Farmers' Market is a result of a year of tireless effort by the Town of Jackson and Mayor Jim Gossip. The former Northampton County Health Director, Sue Gay, established the first communications between the mayor and CTG Project staff. Region 9's Health Eating Action Team and the Strategic Leadership Team moved swiftly to approve a minigrant to purchase needed supplies to jump start the market. This included tables, scales, entrance and roadside signage, pull-carts, trash barrels, and several other items. At the same time, the Town of Jackson approved expenditures allowing for the construction of a new barn and permanent storage building. With much planning on the part of the Town of Jackson, the market opened for business on Saturday, May 4th. The first market has several local vegetables, watermelons from nearby Galatia, local artists, a musician, and several other vendors. The Jackson Farmers' Market provides access to fresh fruits and vegetables for a large region in Northampton County.

New Roadside Stand Opens in Bertie County

Perry's Farmers Market opened its doors in July: setting up shop at the intersection of Hwy 45 and Hwy 17, in an area known as Midway. This new roadside stand offers local Rocky Hock watermelons and cantaloupes, along with many local vegetables. Refrigerated items, jams, and even dried peppers are also available.



Perry's Market in Merry Hill has also submitted a letter of intent for enhancements to their market including advertising, supplies to sell produce and some lightweight equipment.

Edgecombe County Health Department Dedicates Footprints Leading To The Tarboro-Edgecombe Farmers' Market



On October 15, 2013, Derrick Haskins, Edgecombe County Health Promotion Coordinator and Active Living Action Team member, led a dedication ceremony honoring the newly painted footprints and the farmers' market. The Edgecombe County Health Department hopes to see active use of the footprints and increased redemption of the WIC Farmers' Market Nutrition Project Vouchers at the market next season. Extension and Tarboro Town Officials on this initiative. Funding for this project was made possible through the Region 9 NC Community Transformation Grant Project.

Edgecombe County received a grant from the Region 9 CTG Project to enhance the Tarboro-Edgecombe Farmers' Market and to increase redemption of WIC Farmers' Market Nutrition Project Vouchers at the market. The County took an innovative approach to this, and incorporated active living into their efforts. The new location of the Edgecombe County Health Department is only about 1/3 of a mile from the farmers' market, so the health department took advantage of the close proximity and used part of their CTG Project funding to paint footprints leading from the health department to the farmers' market. The approval and placement of the footprints on the sidewalks required joint efforts between the Health Department, the Cooperative Extension agency, Edgecombe County, the Planning Department, and the Town of Tarboro.



Photos courtesy of Doward Jones

Northeastern North Carolina Partnership for Public Health Board of Directors

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Calendar of Events



December 10 NENCPPH Finance Committee Meeting at 2:00 pm
December 12 NENCPPH Governing Board Meeting, Edenton, 10:00-3:00

January 21 NENCPPH Finance Committee Meeting at 2:00 pm
 January 23 NENCPPH Executive Committee Meeting, 11:00 am

February 25 NENCPPH Finance Committee Meeting at 2:00 pm
 February 27 NENCPPH Executive Committee Meeting at 11:00 am

Northeastern North Carolina Partnership for Public Health



Bertie • Beaufort • Camden • Chowan • Currituck • Dare
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